

21 NCAC 30 .0511 BUSINESS AND ETHICAL REQUIREMENTS

In the management and promotion of their practices, licensees shall:

- (1) represent their qualifications, credentials and professional affiliations accurately and completely;
- (2) conduct their business affairs with integrity and avoid actual or potential conflicts of interest;
- (3) refuse any gifts or benefits that are intended to influence a referral, decision or treatment;
- (4) adhere to the advertising requirements of Rule .0404, and promote their practices accurately, avoiding language or images that are misleading;
- (5) provide the client with information on their business policies before commencing treatment, including a list of services available, payment arrangements, appointment scheduling and cancellation requirements; discuss and resolve any questions the client may have about such policies;
- (6) maintain accurate financial records, client records, appointment records, contracts, and legal obligations for at least four years; and
- (7) comply with all applicable municipal, state, and federal laws.

*History Note: Authority G.S. 90-626(9);
Eff. September 2, 2005;
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. November 12, 2014.*